FIG.1

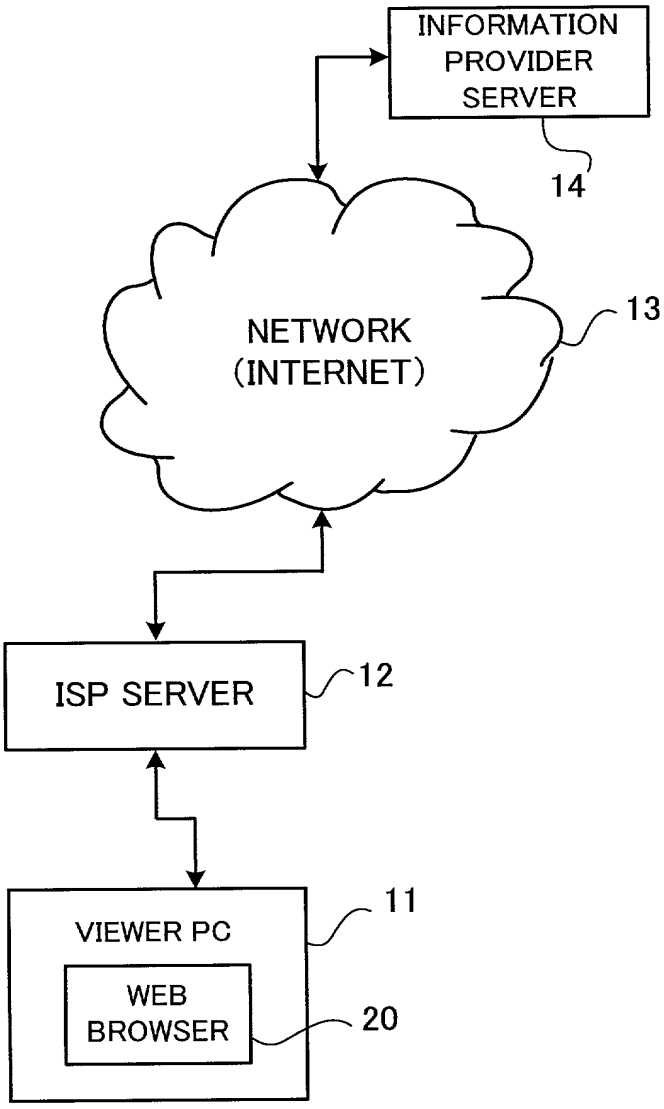

INFORMATION PROVIDER SERVER
14
NETWORK (INTERNET)
13
ISP SERVER
12
VIEWER PC
11
WEB BROWSER
20

FIG.2

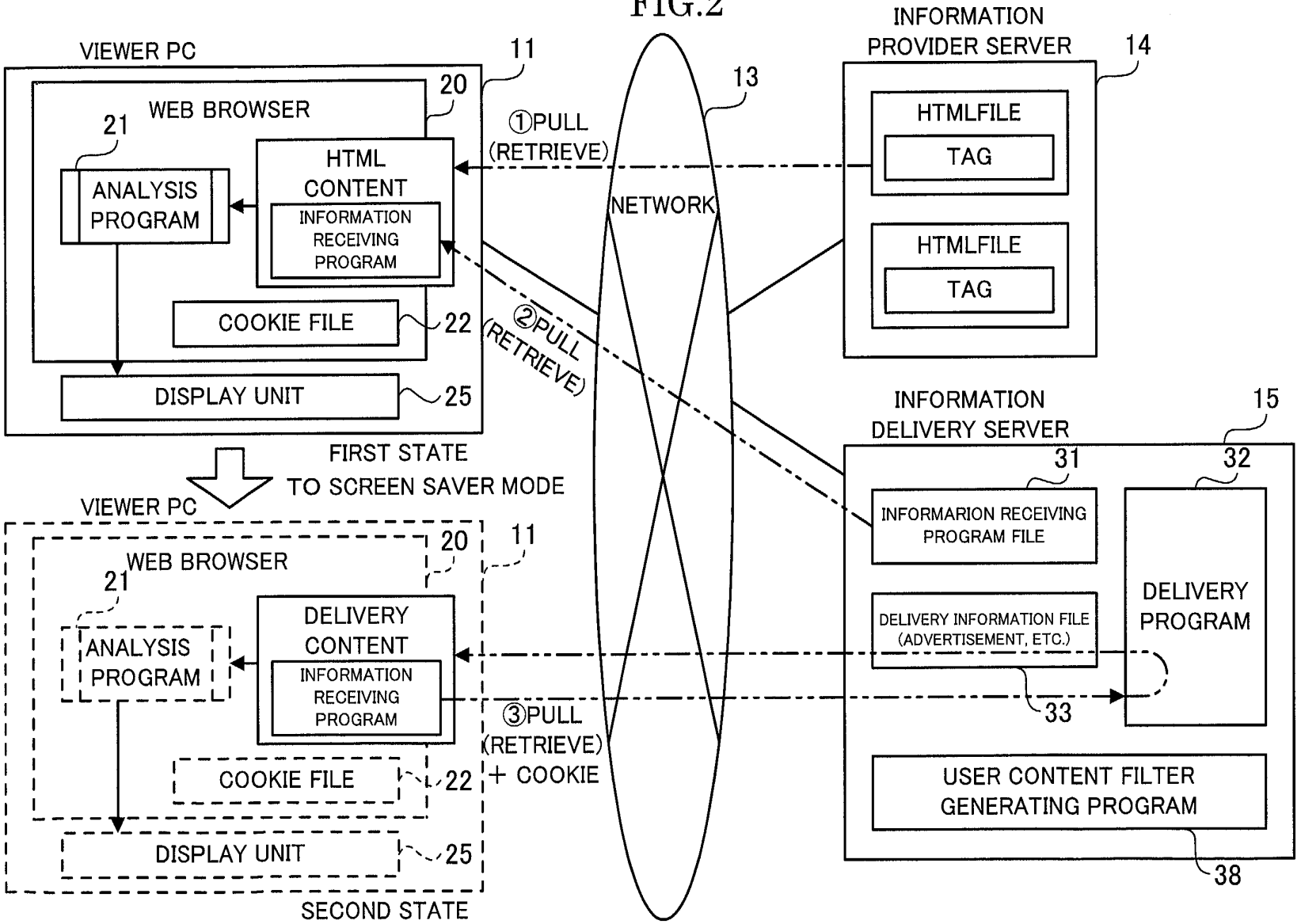

VIEWER PC
11
20
WEB BROWSER
21
ANALYSIS PROGRAM
HTML CONTENT
INFORMATION RECEIVING PROGRAM
COOKIE FILE
22
DISPLAY UNIT
25
①PULL (RETRIEVE)
②PULL (RETRIEVE)
13
NETWORK
INFORMATION PROVIDER SERVER
14
HTMLFILE
TAG
HTMLFILE
TAG
INFORMATION DELIVERY SERVER
15
31
32
INFORMARION RECEIVING PROGRAM FILE
DELIVERY INFORMATION FILE (ADVERTISEMENT, ETC.)
33
DELIVERY PROGRAM
USER CONTENT FILTER GENERATING PROGRAM
38
FIRST STATE
TO SCREEN SAVER MODE
VIEWER PC
11
20
WEB BROWSER
21
ANALYSIS PROGRAM
DELIVERY CONTENT
INFORMATION RECEIVING PROGRAM
③PULL (RETRIEVE) + COOKIE
COOKIE FILE
22
DISPLAY UNIT
25
SECOND STATE

FIG.3

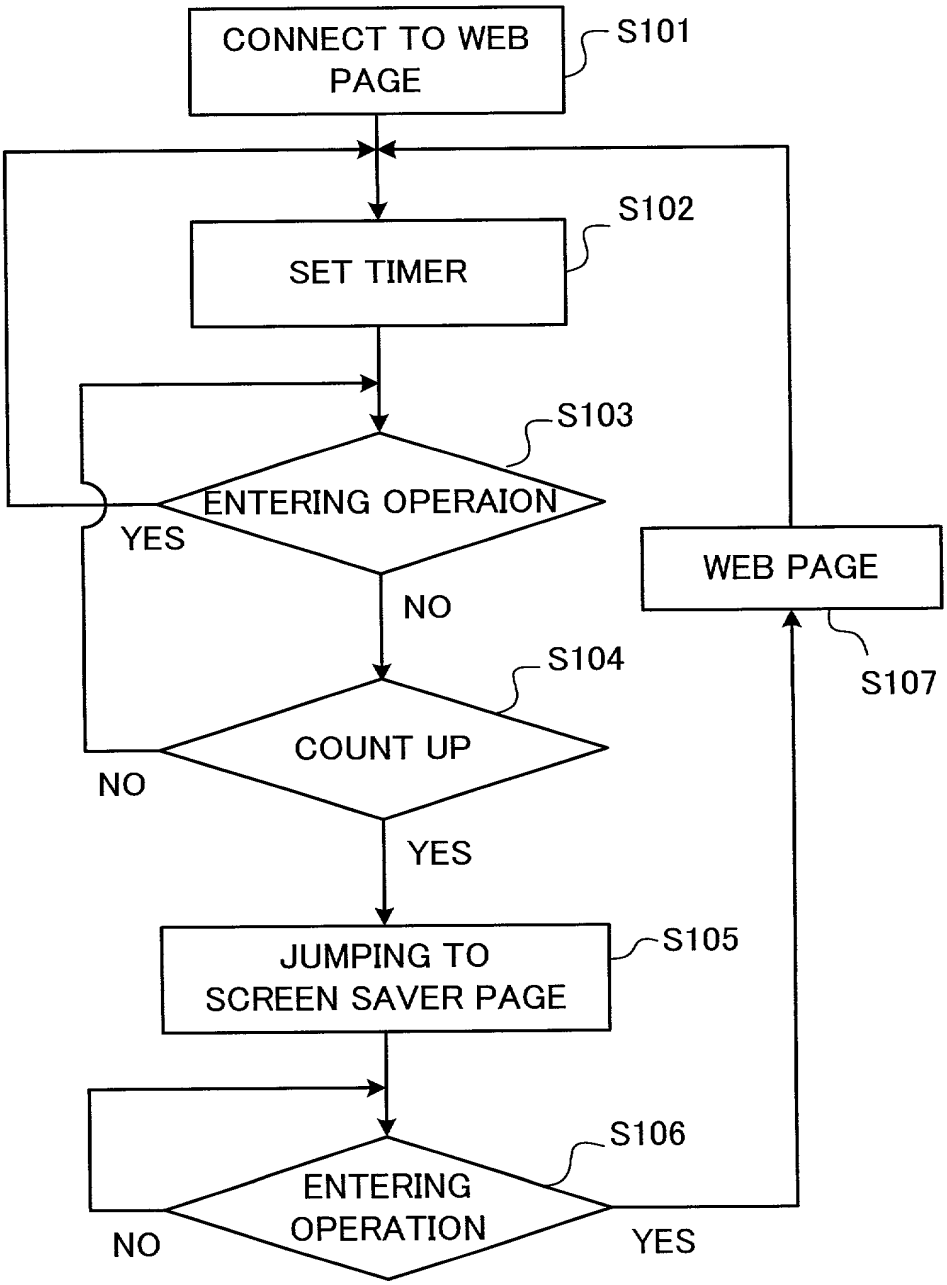

CONNECT TO WEB PAGE
S101
SET TIMER
S102
ENTERING OPERAION
S103
YES
NO
COUNT UP
S104
NO
YES
JUMPING TO SCREEN SAVER PAGE
S105
ENTERING OPERATION
S106
NO
YES
WEB PAGE
S107

FIG.4

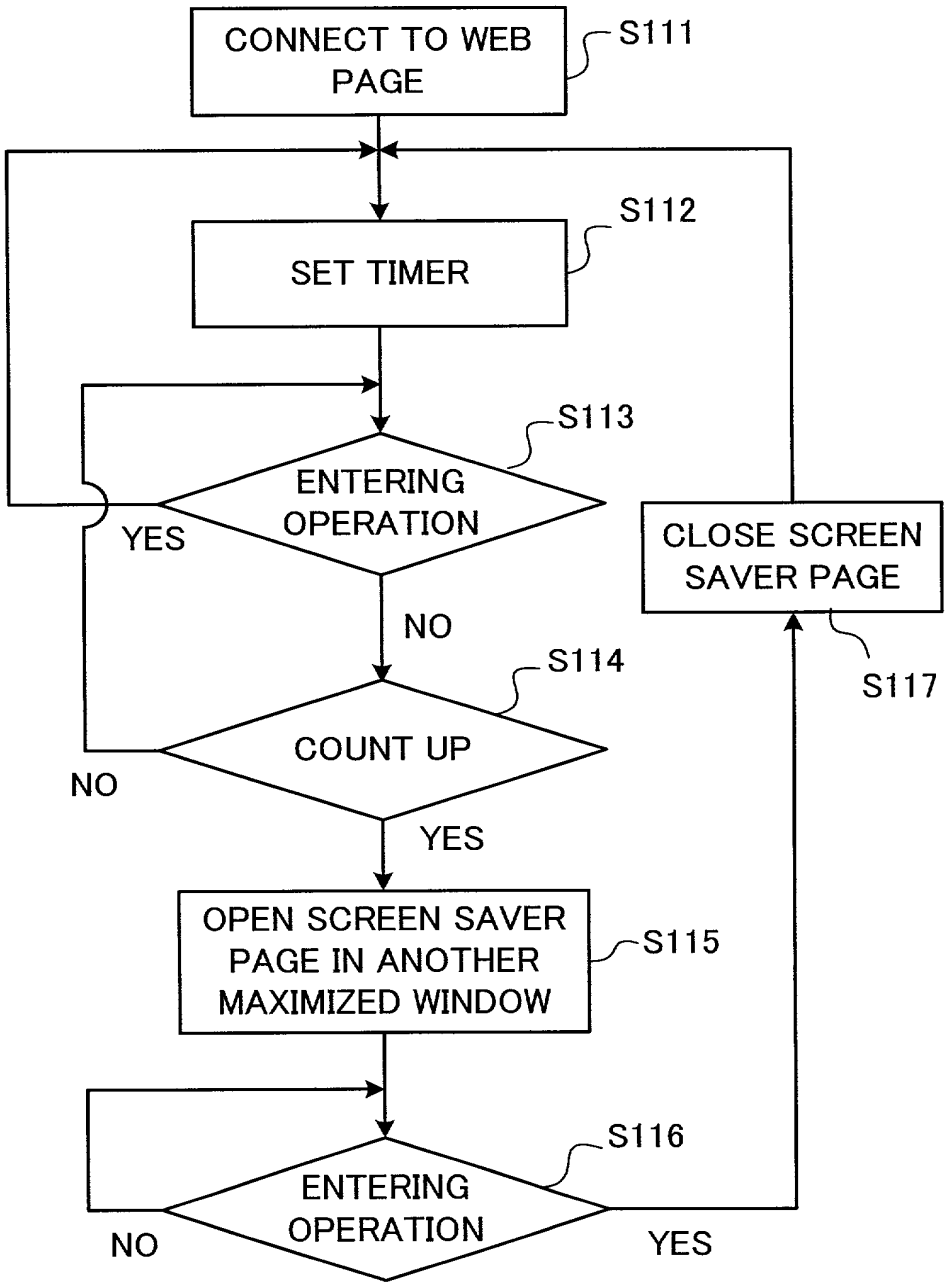

CONNECT TO WEB PAGE
S111
SET TIMER
S112
ENTERING OPERATION
S113
YES
NO
COUNT UP
S114
NO
YES
OPEN SCREEN SAVER PAGE IN ANOTHER MAXIMIZED WINDOW
S115
ENTERING OPERATION
S116
NO
YES
CLOSE SCREEN SAVER PAGE
S117

FIG.5

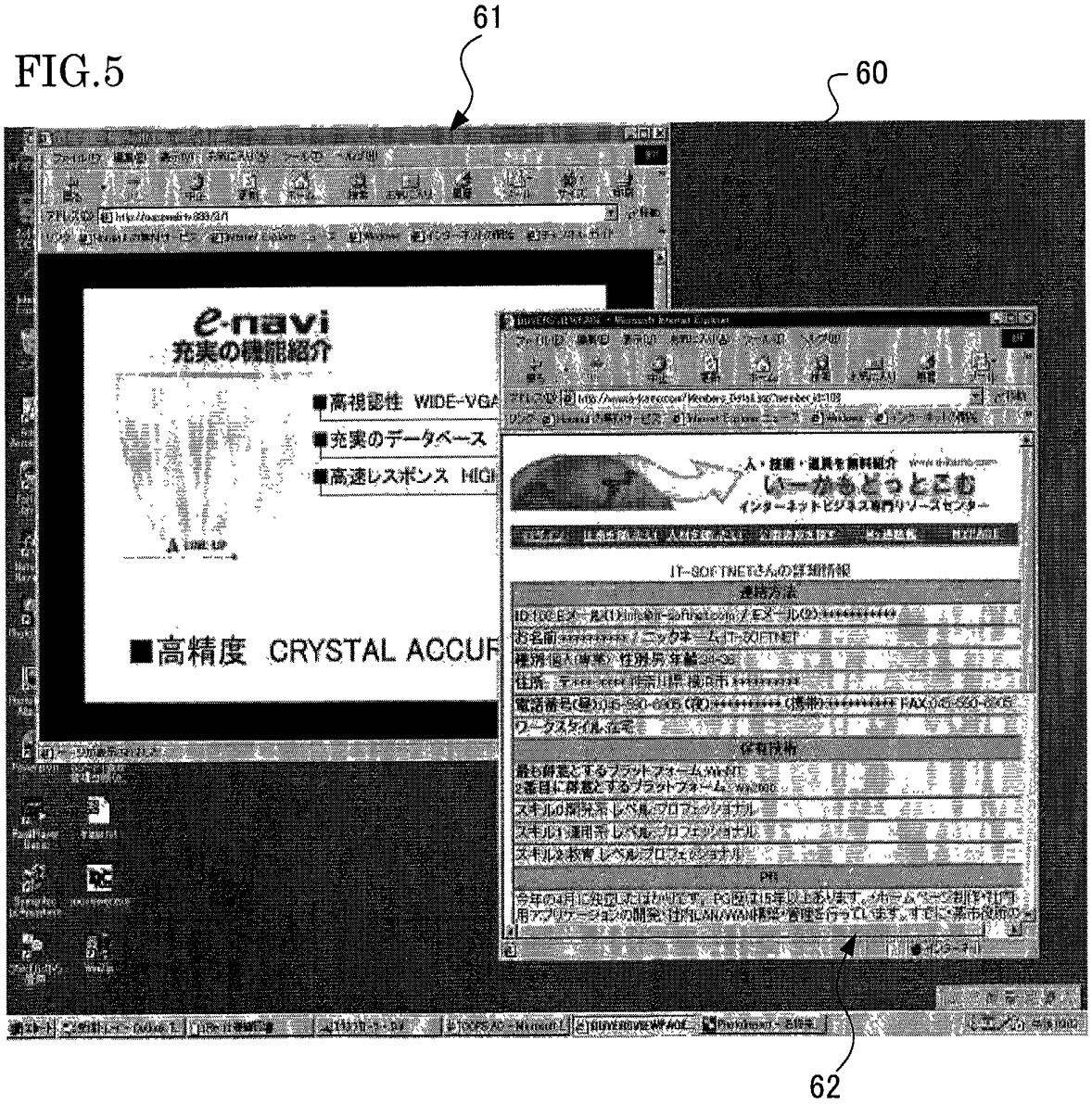
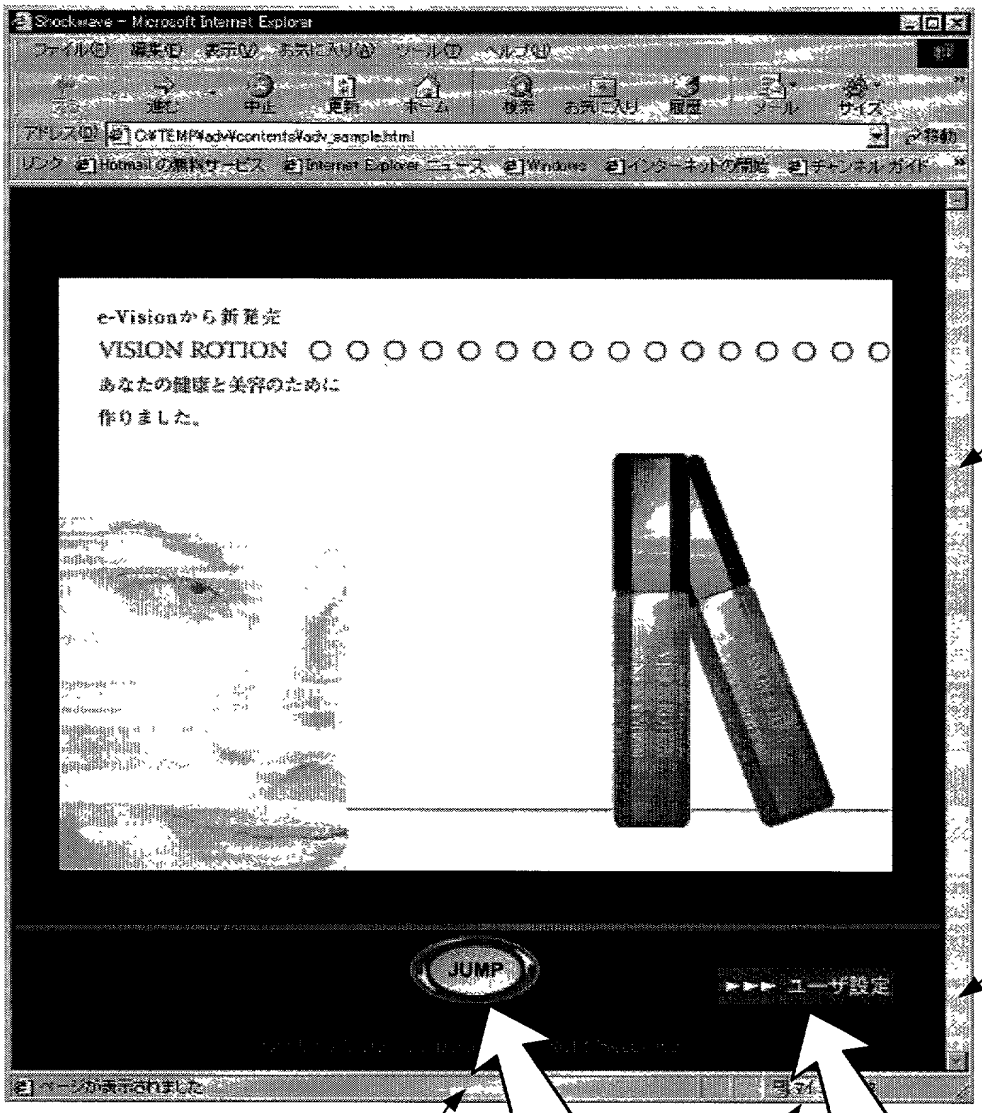


FIG.6



41 (ADVERTISEMENT AREA)

42 (OPERATION AREA)

CLICK

CLICK

43 (JUMP BUTTON)

44 (USER SET BUTTON)

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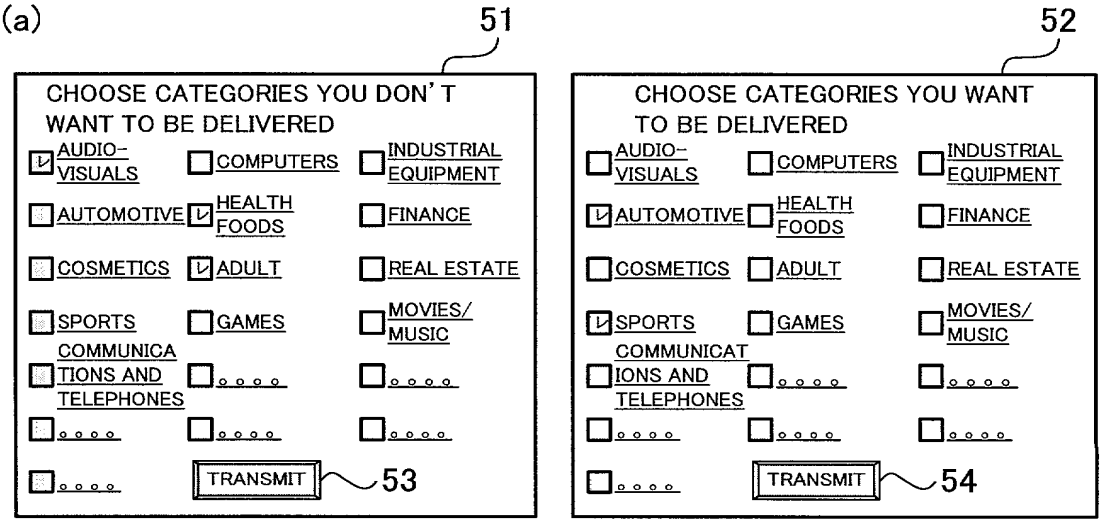
FIG.7

(a)


51
CHOOSE CATEGORIES YOU DON'T WANT TO BE DELIVERED
AUDIO-VISUALS
COMPUTERS
INDUSTRIAL EQUIPMENT
AUTOMOTIVE
HEALTH FOODS
FINANCE
COSMETICS
ADULT
REAL ESTATE
SPORTS
GAMES
MOVIES/MUSIC
COMMUNICATIONS AND TELEPHONES
TRANSMIT
53
52
CHOOSE CATEGORIES YOU WANT TO BE DELIVERED
AUDIO-VISUALS
COMPUTERS
INDUSTRIAL EQUIPMENT
AUTOMOTIVE
HEALTH FOODS
FINANCE
COSMETICS
ADULT
REAL ESTATE
SPORTS
GAMES
MOVIES/MUSIC
COMMUNICATIONS AND TELEPHONES
TRANSMIT
54

(b)

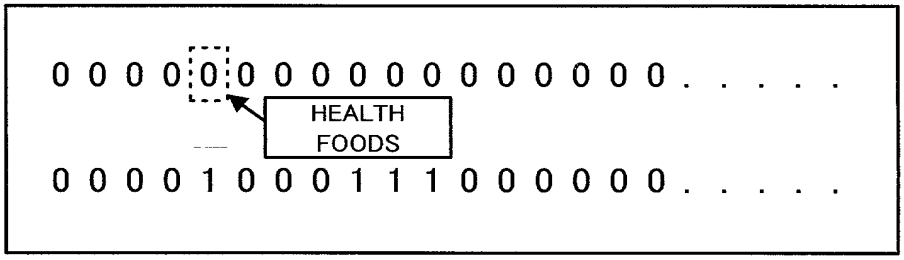

0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 . . . . .
HEALTH FOODS
0 0 0 0 1 0 0 0 1 1 1 0 0 0 0 0 0 . . . . .

FIG.8

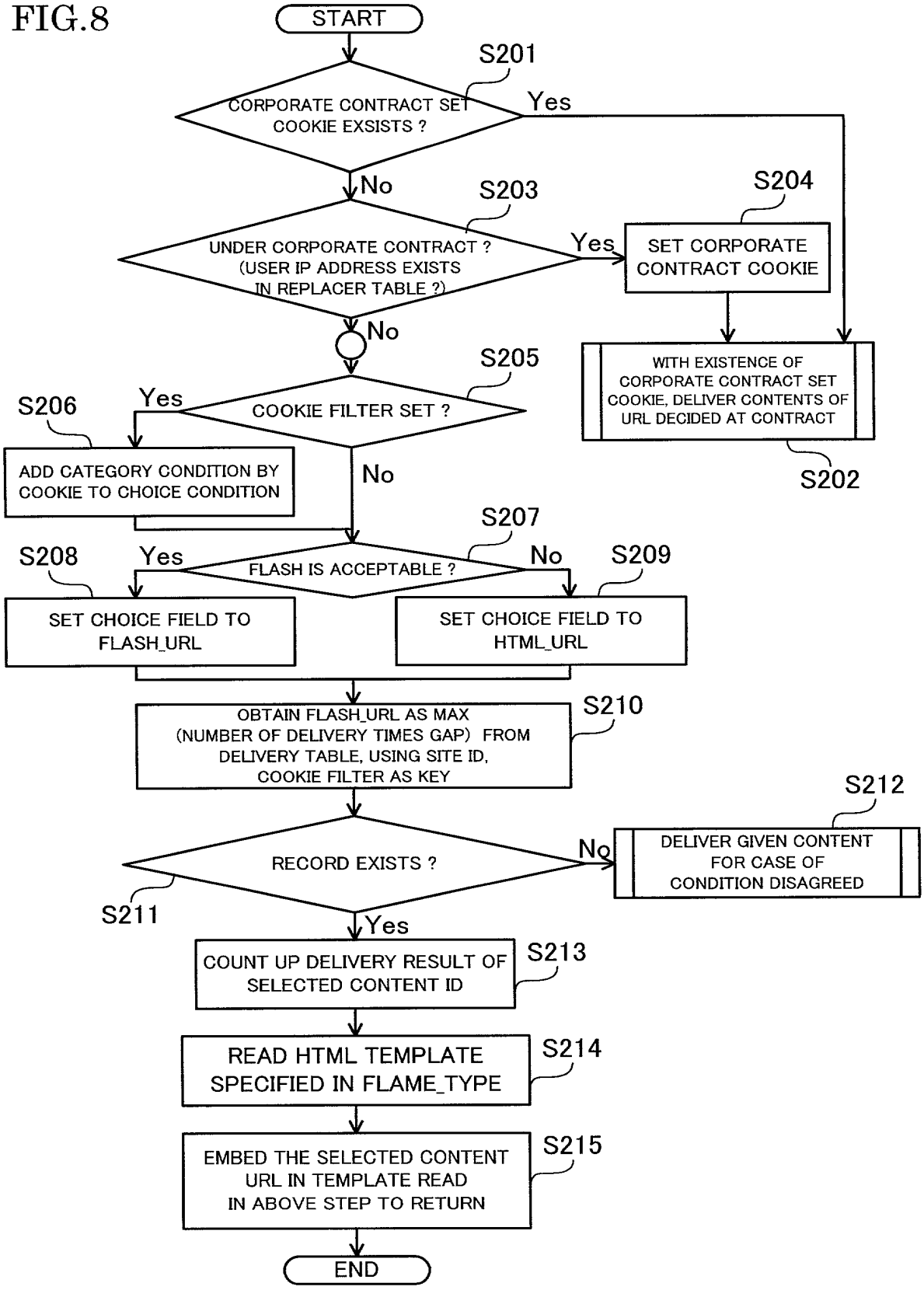

START
S201
CORPORATE CONTRACT SET COOKIE EXSISTS ?
Yes
No
S203
UNDER CORPORATE CONTRACT ? (USER IP ADDRESS EXISTS IN REPLACER TABLE ?)
Yes
S204
SET CORPORATE CONTRACT COOKIE
No
S205
COOKIE FILTER SET ?
Yes
S206
ADD CATEGORY CONDITION BY COOKIE TO CHOICE CONDITION
No
WITH EXISTENCE OF CORPORATE CONTRACT SET COOKIE, DELIVER CONTENTS OF URL DECIDED AT CONTRACT
S202
S207
FLASH IS ACCEPTABLE ?
S208
Yes
No
S209
SET CHOICE FIELD TO FLASH_URL
SET CHOICE FIELD TO HTML_URL
OBTAIN FLASH_URL AS MAX (NUMBER OF DELIVERY TIMES GAP) FROM DELIVERY TABLE, USING SITE ID, COOKIE FILTER AS KEY
S210
S212
RECORD EXISTS ?
No
DELIVER GIVEN CONTENT FOR CASE OF CONDITION DISAGREED
S211
Yes
COUNT UP DELIVERY RESULT OF SELECTED CONTENT ID
S213
READ HTML TEMPLATE SPECIFIED IN FLAME_TYPE
S214
EMBED THE SELECTED CONTENT URL IN TEMPLATE READ IN ABOVE STEP TO RETURN
S215
END

FIG.9

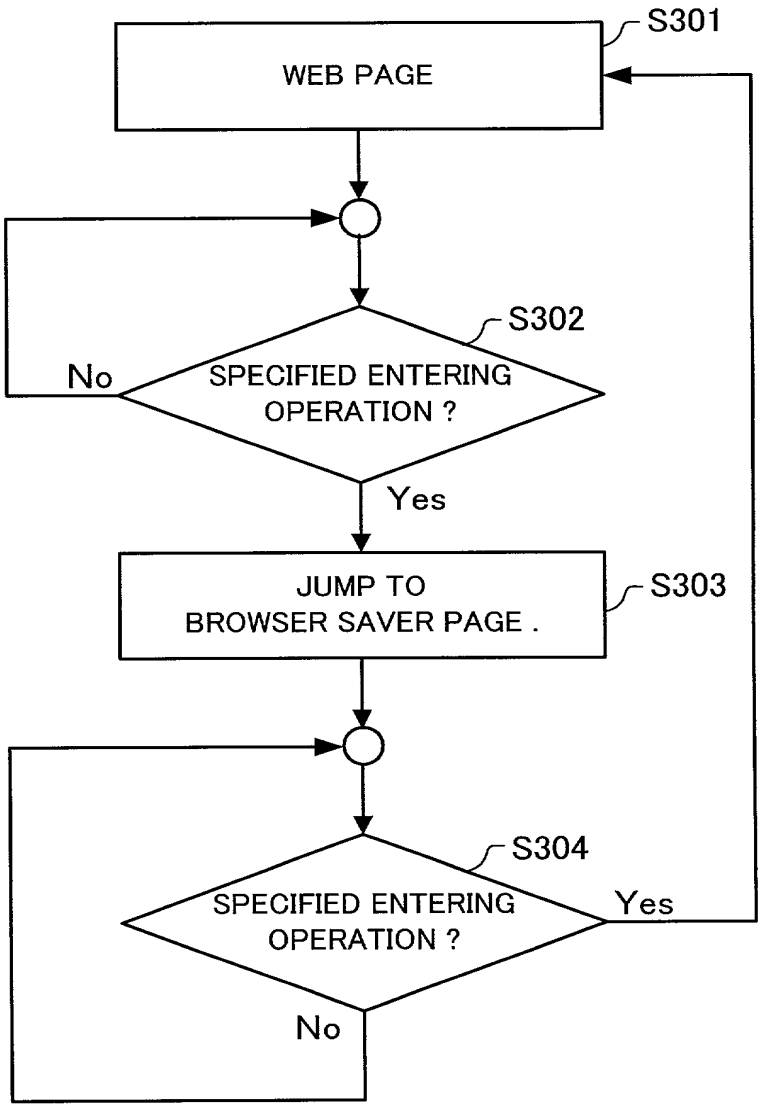
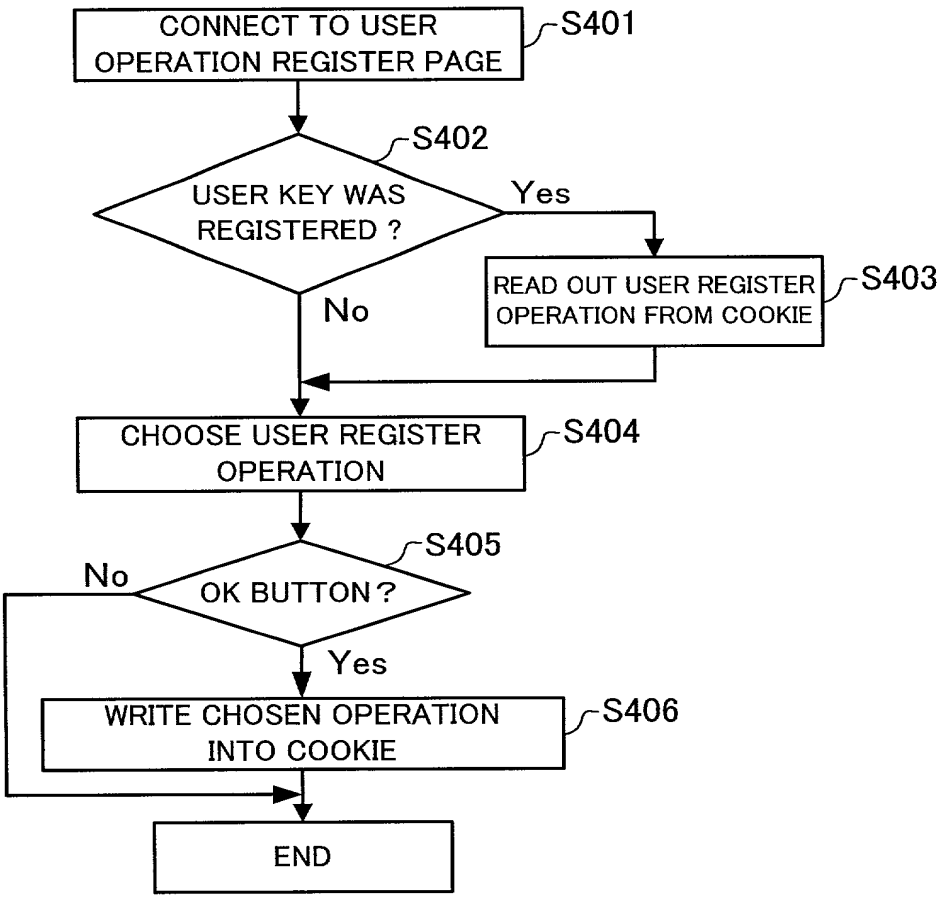

S301
WEB PAGE
S302
No
SPECIFIED ENTERING OPERATION ?
Yes
JUMP TO BROWSER SAVER PAGE .
S303
S304
SPECIFIED ENTERING OPERATION ?
Yes
No

FIG.10

(a)



(b)

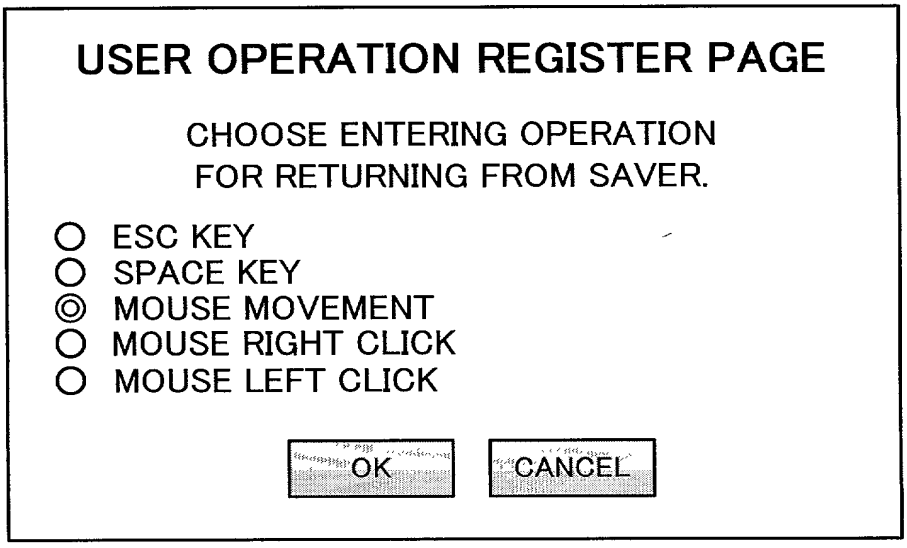


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FIG.11

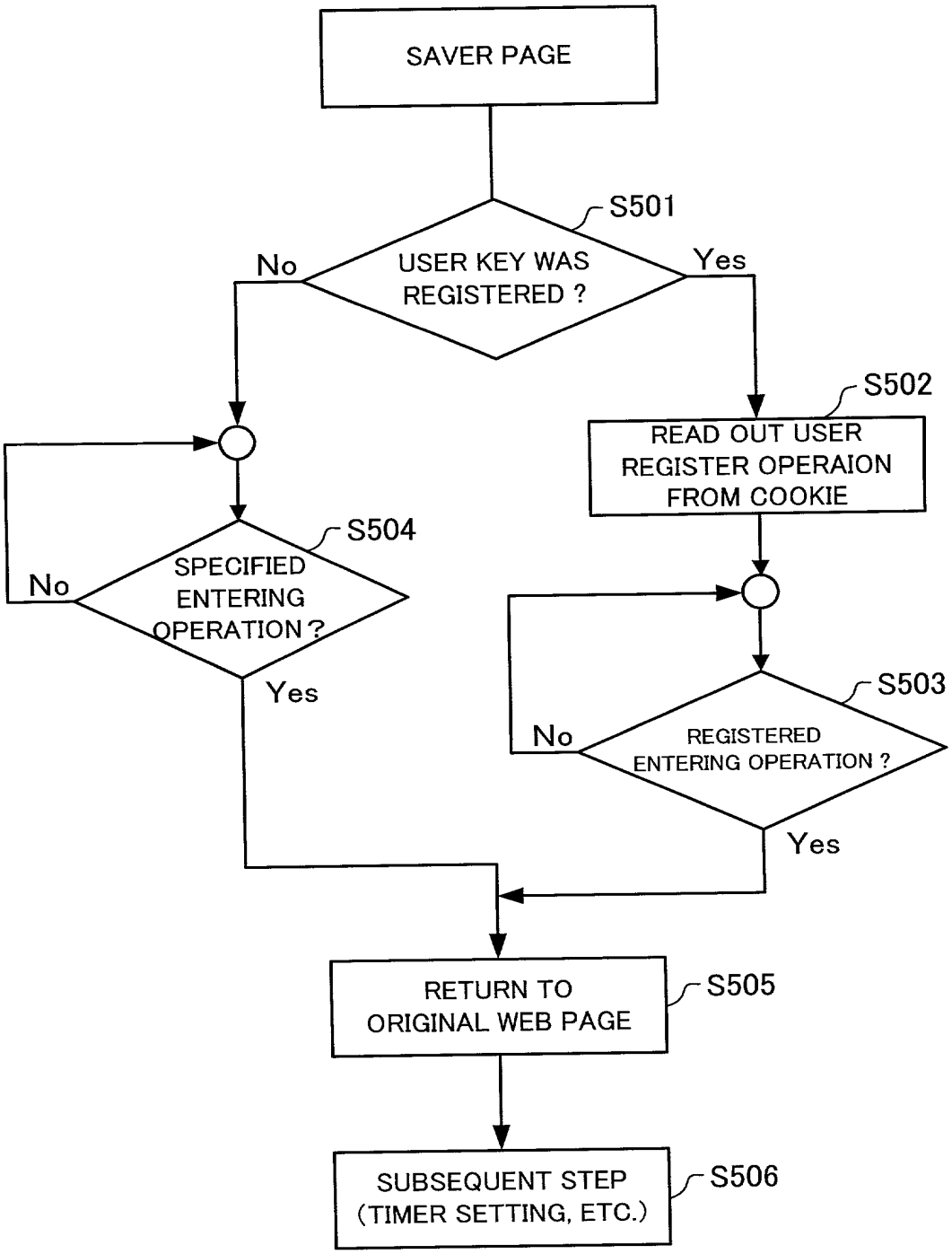
SAVER PAGE
S501
USER KEY WAS REGISTERED ?
No
Yes
S502
READ OUT USER REGISTER OPERAION FROM COOKIE
S504
SPECIFIED ENTERING OPERATION ?
No
Yes
S503
REGISTERED ENTERING OPERATION ?
No
Yes
RETURN TO ORIGINAL WEB PAGE
S505
SUBSEQUENT STEP (TIMER SETTING, ETC.)
S506

FIG.12

LOG FILE(DB)FORM

	USER IP ADDRESS	ORIGINAL PAGE URL	DELIVERY TIME	VIEWER ATTRIBUTE (SEX, ETC.)	PAGE CATEGORY	SESSION ID	DELIVERED CONTENT ID	BROWSER AND OS
①	210.145.165.4	www.xxx.com/index.html	2000/4/5:00:04:00:123	MALE, 33 YEARS, FUKUOKA, OFFICE WORKER	TOTAL SEARCH	1-a-2-d-4f-jjkl	3284051	NN4.7 WinME
②	210.145.165.41	zyohuou.co.jp/kjsa;lkjl.html	2000/4/5:00:04:20:1	FEMALE, 25 YEARS, TOKYO, OFFICE WORKER	COSMETICS SALES	1-a-2-d-4f-jjks	3284045	IE5.0 Win98
③	210.145.165.21	yyy.co.jp/ajlajf.html	2000/4/5:00:04:21:2	MALE, 23 YEARS, FUKUSHIMA, OFFICE WORKER	HEALTH FOODS	1-a-2-d-4d-jkl	3284033	IE5.5 Win98
④	210.145.165.3	yyy.co.jp/ajlajf.html	2000/4/5:00:04:22:565	MALE, 26 YEARS, AOMORI, OFFICE WORKER	AUTOMOTIVE	1-a-2-d-4f-jjks	3284061	IE5.5 NT4.0
⑤	210.145.165.47	yyy.co.jp/ajlajf.html	2000/4/5:00:04:27:55	MALE, 43 YEARS, YAMAGATA, OFFICE WORKER	PRIZE	1-a-2-d-4f-jjsx	3284057	IE4.0 MAC
⑥	210.145.165.3	yyy.co.jp/ajlajf.html	2000/4/5:00:04:30:11	MALE, 29 YEARS, AOMORI, OFFICE WORKER	AUTOMOTIVE	1-a-2-d-4f-jjks	3284058	IE5.5 NT4.0
⑦	210.145.165.3	yyy.co.jp/ajlajf.html	2000/4/5:00:04:31:12	MALE, 29 YEARS, AOMORI, OFFICE WORKER	AUTOMOTIVE	1-a-2-d-4f-jjks	3284054	IE5.5 NT4.0

Same Session